

**Wilmington, NC DTV Transition
Overview of DTV Calls
Wilmington, NC Transition Calls by Week
Overview/Analysis of Wilmington Transition Test DTV Calls**

Category	Week 1	Week 2	Total
CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION			
They were not aware of the switch to DTV	23	4	27
They were unaware of the correct transition date	26	1	27
They did not think the stations they watch would switch to digital	42	4	46
Subtotal:	91	9	100
CONSUMERS WHO WERE AWARE BUT DID NOT ACT			
They forgot to upgrade	56	5	61
They were unable to attain assistance to upgrade	11	0	11
They relied on another member of their household to upgrade	7	4	11
They waited too long to buy or set up a digital set or a converter box	70	9	79
They were out of town or too busy or knew they could do it later	19	5	24
Subtotal:	163	23	186
CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM			
A coupon did not arrive in time	64	10	74
Wanted coupon or had not received coupon from NTIA	119	44	163
The retail store was out of boxes	2	0	2
Subtotal:	185	54	239
CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES			
Setting up converter boxes was too hard	57	14	71
They didn't understand the instructions for the digital set or the converter box	66	5	71
Their converter box "didn't work"	178	21	199
Subtotal:	301*	40	341
CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS			
Their antenna didn't work or they have no antenna or their antenna wasn't connected	114	39	153
Problem with channel or call sign	157	62	219
Weak or spotty signal	136	41	177
Subtotal:	407	142	549
CONSUMERS COMPLAINING ABOUT NOT RECEIVING WILMINGTON SIGNALS			
Problem with channel 6/44	581	154	735
Subtotal:	581**	154	735
OTHER PROBLEMS			
Satellite subscribers to Dish Network or Direct TV – did not subscribe to local package	53	18	71
They thought all their sets were hooked up to cable or satellite	22	3	25
They were waiting for cable or satellite installation	13	0	13
Wanted DTV consumer information sent to them	12	1	13
Subtotal:	100	22	122
Total	1828	444	2272

*This number reflects the reduction of 28 calls previously reported as converter box problems that were subsequently determined to be channel 6/44 reception issues.

**This number reflects an increase of 28 calls previously reported as converter box problems that were subsequently determined to be channel 6/44 reception issues.